BUILT®

WHOLESALE CATALOG SECOND EDITION 2012

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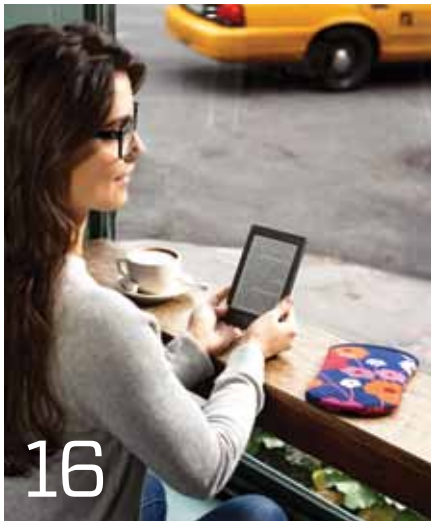

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NEW PRODUCTS YOU'LL LOVE

ARC AND SCOOP POCKETS FOR BLACKBERRY®

Two smart and stylish accessories that keep your BlackBerry protected and easily accessible when you're on the run.

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ROLLTOP EXPANDABLE LUNCH BAG

An innovative lunch tote that unfolds to fit a variety of food containers, then rolls down and converts into a handle with a buckle closure.

Page 29

CONVERTIBLE LUNCH COOLER

Guys finally have a cool option for carrying a six-pack or food on the go! This insulating bag also folds flat for easy storage and travel.

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BUILT

MX SLEEVE 13"

For MacBook® Pro

Features:

- Made from protective EVA
- Ultra-lightweight design with mesh lining helps ventilate MacBook Pro
- Checkpoint friendly and travels easily in bags

Exterior Dimensions:

W 13.6" x H 10" x D .9"
W 34.5cm x H 25.5cm x D 2.4cm

A–MXP13–BLK (NEW)
Black

NEOPRENE SLEEVES

For MacBook® Pro

Features:

- Made from protective neoprene (the wetsuit material)
- Plush inner lining helps protect finish of MacBook Pro
- ✈ Checkpoint friendly

NEOPRENE SLEEVE 13"

For 13-inch MacBook® Pro

Exterior Dimensions:

W 15" x H 11" x D 1"

W 38cm x H 28cm x D 2.5cm

A–LS13–CHL
Charcoal Exterior
Concord Blue Interior

A–LS13–BBD
BUILT Bold Exterior
Gray Interior

A–LS13–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–LS13–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior
AVAILABLE MAY 2012

NEOPRENE SLEEVE 15"

For 15-inch MacBook® Pro

Exterior Dimensions:

W 16.5" x H 12.4" x D 1"

W 42cm x H 31.5cm x D 2.5cm

A–LS15–CHL
Charcoal Exterior
Concord Blue Interior

A–LS15–BBD
BUILT Bold Exterior
Gray Interior

A–LS15–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–LS15–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior
AVAILABLE MAY 2012

NEOPRENE SLEEVE 17"

For 17-inch MacBook® Pro

Exterior Dimensions:

W 17.4" x H 13" x D 1"

W 44.3cm x H 33cm x D 2.5cm

A–LS17–GGD
Graphite Grid Exterior
Cornflower Blue Interior

NEOPRENE ENVELOPE

For all models of iPad®

Features:

- Made from protective neoprene (the wetsuit material)
- Plush-lined inner front panel helps protect screen
- Interior zip pocket for keys or charger

Exterior Dimensions:

W 11.8" x H 9.5" x D 1"
W 30cm x H 24cm x D 2.5cm

A–LEPAD–BBD
BUILT Bold Exterior
Gray Interior

A–LEPAD–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–LEPAD–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

NEOPRENE SLEEVE

For all models of iPad®

Features:

- Made from protective neoprene (the wetsuit material)
- Plush inner lining helps protect all models of iPad

Exterior Dimensions:

W 11.8" x H 9.5" x D 1"
W 30cm x H 24cm x D 2.5cm

A–LSPAD–BBD
BUILT Bold Exterior
Gray Interior

A–LSPAD–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–LSPAD–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior
AVAILABLE MAY 2012

SLIM NEOPRENE SLEEVE

For all models of iPad®

Features:

- Ultra-lightweight neoprene helps protect iPad
- Plush inner lining helps safeguard iPad and clean its screen
- Bottom grips and a zipper-free opening ensure easy insertion and removal of iPad
- Unique design secures iPad in place so it won't fall out
- Travels easily in bags

Exterior Dimensions:

W 8.4" x H 11" x D .4"
W 21.2cm x H 28cm x D 1.1cm

A–SSD2–CHL
Charcoal Exterior
Concord Blue Interior

A–SSD2–BBD
BUILT Bold Exterior
Gray Interior

A–SSD2–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–SSD2–LSH (NEW)
Lush Flower Exterior
Magenta Interior

A–SSD2–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

NEOPRENE MESSENGER BAG

For all models of iPad®

Features:

- Made from protective neoprene (the wetsuit material)
- Two interior pockets and one exterior pocket store keys, cables, charger, and accessories
- Plush-lined inner front panel helps protect screen
- Access port for headphones
- Bottom grips ensure easy removal of iPad
- Adjustable strap

Exterior Dimensions:

W 12.2" x H 11.8" x D 1.1"
W 31cm x H 30cm x D 2.8cm

A–D1MS–CHL
Charcoal Exterior
Concord Blue Interior

A–D1MS–GGD
Graphite Grid Exterior
Cornflower Blue Interior

NEOPRENE PHONE SLEEVE

For iPhone® 4S and iPhone® 4

Features:

- Made from protective neoprene (the wetsuit material)
- Plush inner lining helps protect iPhone 4S or iPhone 4 and clean its screen
- Form-fitting design secures iPhone 4S or iPhone 4 in place
- Elastic opening and bottom grips provide easy access to iPhone 4S or iPhone 4

Exterior Dimensions:

W 3" x H 5.25" x D .5"
W 7.6cm x 13.3cm x D 1.3cm

A–PS–BBD
BUILT Bold Exterior
Gray Interior

A–PS–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–PS–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

AIR NEOPRENE SLEEVES

For MacBook Air®

Features:

- Ultra-lightweight neoprene and plush inner lining help protect MacBook Air
- Unique design secures MacBook Air in place
- Checkpoint friendly and travels easily in bags

AIR NEOPRENE SLEEVE 11"

For 11-inch MacBook Air®

Exterior Dimensions:

W 8.7" x H 13.4" x D .4"
W 22.2cm x 34cm x D 1.1cm

A–SSA11–BBD
BUILT Bold Exterior
Gray Interior

A–SSA11–GGD
Graphite Grid Exterior
Cornflower Blue Interior

AIR NEOPRENE SLEEVE 13"

For 13-inch MacBook Air®

Exterior Dimensions:

W 10.2" x H 14.4" x D .4"
W 26cm x 36.5cm x D 1.1cm

A–SSA13–BBD
BUILT Bold Exterior
Gray Interior

A–SSA13–GGD
Graphite Grid Exterior
Cornflower Blue Interior

NEOPRENE TOTE BAGS

For MacBook® Pro and MacBook Air®

Features:

- Made from protective neoprene (the wetsuit material)
- Built-in sleeve with zipper holds and helps protect MacBook Pro or MacBook Air
- Inside compartments fit chargers, folders, and magazines
- Interor zip pocket stores iPhone, cords, and keys

NEOPRENE TOTE BAG 13"

Fits 13-inch MacBook® Pro or MacBook Air®

Exterior Dimensions:

W 15.75" x H 20.3" x D 5"
W 40cm x H 51.5cm x D 12.7cm

A–TB13–GGD
Graphite Grid Exterior
Cornflower Blue Interior

A–TB13–MBW (NEW)
Mini Dot Black & White Exterior
Magenta Interior
AVAILABLE MAY 2012

NEOPRENE TOTE BAG 15"

For 15-inch MacBook® Pro

Exterior Dimensions:

W 17.3" x H 22.1" x D 5"
W 44cm x H 56cm x D 12.7cm

A–TB15–GGD
Graphite Grid Exterior
Cornflower Blue Interior

LAPTOP TOTE BAG 16"

Features:

- Made from protective neoprene (the wetsuit material)
- Built-in sleeve with zipper holds and helps protect a laptop up to 16"
- Roomy inside compartments fit folders, notebooks, and magazines
- Two interior snap pockets for storing chargers, electronic gadgets, and keys

Exterior Dimensions:

W 18.25" x H 22" x D 5"
W 46.4cm x H 55.9cm x D 12.7cm

E–TB16–BLK
Black Exterior
Spring Fuchsia Interior

PORTFOLIO 10"

Features:

- Made from protective neoprene (the wetsuit material)
- Holds and helps protect a netbook or DVD player up to 10"
- Exterior snap pocket for added storage
- Removable shoulder strap

Exterior Dimensions:

W 13" x H 11.75" x D 1.5"
W 33cm x H 29.8cm x D 3.8cm

E–PD10–BLK
Black Exterior
Concord Blue Interior

CARGO LAPTOP SLEEVES

Features:

- Made from protective neoprene (the wetsuit material)
- Includes three exterior pockets to hold accessories such as hard drives, mouse, cords, and USBs
- ✈ Checkpoint friendly (please ensure pockets are empty for screening)

11–13"

Holds and helps protect a netbook or laptop from 11.6" to 13.3"

Exterior Dimensions:
W 14" x H 11.5" x D 1"
W 35.6cm x H 29.2cm x D 2.5cm

E–CLS–BLK
Black Exterior
Powder Blue Interior

14–15"

Holds and helps protect a laptop up to 15"

Exterior Dimensions:
W 16" x H 12.75" x D 1"
W 40.6cm x H 32.4cm x D 2.5cm

E–CLM–BLK
Black Exterior
Powder Blue Interior

15–17"

Holds and helps protect a laptop up to 17"

Exterior Dimensions:
W 18" x H 13" x D 1"
W 45.7cm x H 33cm x D 2.5cm

E–CLL–BLK
Black Exterior
Powder Blue Interior

LAPTOP/NETBOOK SLEEVES

Features:

- Made from protective neoprene (the wetsuit material)
- Neoprene provides protection without bulk
- ✈ Checkpoint friendly
- Machine washable and stain resistant

Available Sizes by Color and Pattern

Colors and Patterns ▶ Size ▼	 **Black** Exterior **Powder Blue** Interior	 **Big Dot Black & White** Exterior **Magenta** Interior	 **Micro Dot** Exterior **Fiery Orange** Interior	 **Lush Flower** Exterior **Magenta** Interior
9–10" W 9.5" x H 12.2" x D 1" W 26cm x H 31.8cm x D 2.5cm	**E–LS10–BLK**	**E–LS10–BBW** (NEW) AVAILABLE MAY 2012	**E–LS10–MDT**	
12–13" W 11" x H 15" x D 1" W 29.2cm x H 36.5cm x D 2.5cm	**E–LS12–BLK**	**E–LS12–BBW** (NEW) AVAILABLE MAY 2012	**E–LS12–MDT**	
16" W 13" x H 16.7" x D 1" W 35.6cm x H 42.5cm x D 2.5cm	**E–LS16–BLK**	**E–LS16–BBW** (NEW)	**E–LS16–MDT**	**E–LS16–LSH** (NEW)
17" PLUS W 14.25" x H 18" x D 1" W 35.6cm x H 42.5cm x D 2.5cm	**E–WS17–BLK**			

LAPTOP/NETBOOK FIT CHART

		10" PC	11.6" PC	11-inch MacBook Air	13-inch MacBook Air	13-inch MacBook Pro	13.3" PC	15-inch MacBook Pro	15.6" PC	16" PC	17-inch MacBook Pro	17" PC	17.3" PC
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Netbook Sleeve 9-10"	page 13	■											
Air Neoprene Sleeve 11"	page 9			■									
Air Neoprene Sleeve 13"	page 9				■								
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Neoprene Sleeve 15"	page 6							■					
Cargo Laptop Sleeve 14-15"	page 12							■	■				
Laptop Tote Bag 16"	page 11							■	■	■	■		
Cargo Laptop Sleeve 15-17"	page 12								■	■	■	■	
Laptop Sleeve 16"	page 13								■	■			
Neoprene Sleeve 17"	page 6										■		
Laptop Sleeve 17" Plus	page 13											■	■

CARGO TRAVEL ORGANIZER

Features:

- Made from protective neoprene (the wetsuit material)
- Four compartments organize and help protect electronic accessories
- Stretches to fit a range of accessories and gadgets including chargers, cords, adapters, iPod®, hard drives, and smartphones
- Removable wrist strap

Exterior Dimensions:

W 11.4" x H 6" x D .9"
W 29cm x H 15.2cm x D 2.3cm

E–CTR–BLK
Black Exterior
Powder Blue Interior

BUILT

SLIM NEOPRENE SLEEVES

For latest generation Kindle®, Kindle® Touch, Kindle® Touch 3G, and Kindle® Fire

made for kindle

Features:

- Ultra-lightweight neoprene helps protect Kindle screen and body from scratches
- Plush inner lining helps safeguard Kindle and clean its screen
- Unique design secures Kindle in place so it won't fall out
- Zipper-free opening and bottom grips ensure easy insertion and removal of Kindle
- ✈ Checkpoint friendly and travels easily in bags
- Machine washable

Black Exterior
Concord Blue Interior

Formula 1 Exterior
Graphite Interior

Lush Flower Exterior
Magenta Interior

Scatter Dot Exterior
Scuba Blue Interior

Vine Exterior
Raspberry Sorbet Interior

FOR KINDLE® FIRE W 5.9" x H 9.1" x D .4" W 15cm x H 23cm x D 1cm	**E–KS5–BLK**	**E–KS5–FM1**	**E–KS5–LSH**	**E–KS5–SDT**	**E–KS5–FVE**
FOR LATEST GENERATION KINDLE®, KINDLE TOUCH® AND KINDLE TOUCH® 3G W 5.3" x H 8.3" x D .4" W 13.5cm x H 21cm x D 1cm	**E–KS6–BLK**	**E–KS6–FM1**	**E–KS6–LSH**	**E–KS6–SDT**	**E–KS6–FVE**

NEOPRENE ENVELOPE

Fits latest generation Kindle®, Kindle® Touch, and Kindle® Touch 3G

made for kindle

Features:

- Made from protective neoprene (the wetsuit material)
- Innner zip pocket stores accessories
- Plush inner lining helps protect screen and body from scratches
- Form-fitting design secures device in place
- Travels easily in bags

Exterior Dimensions:

W 7.7" x H 5.7" x D .8"

W 19.5cm x H 14.5cm x D 2cm

E–KE4–BLK
Black Exterior
Concord Blue Interior

E–KE4–SDT
Scatter Dot Exterior
Scuba Blue Interior

NEOPRENE E-READER/TABLET ENVELOPES

Features:

- Made from protective neoprene (the wetsuit material)
- Inner zip pocket stores accessories
- Plush inner front panel helps protect screen from scratches
- Form-fitting design secures device in place
- Travels easily in bags

Black Exterior
Concord Blue Interior

Big Dot Black & White Exterior
Magenta Interior

Lush Flower Exterior
Magenta Interior

Mini Dot Navy Exterior
Magenta Interior

6" W 8.1" x H 6.3" x D 1" W 20.5cm x H 16cm x D 2.5cm	**E–EE6–BLK**		**E–EE6–LSH**	
7–8" W 8.9" x H 6.5" x D 1" W 22.5cm x H 16.5cm x D 2.5cm	**E–EE8–BLK**	**E–EE8–BBW** (NEW)	**E–EE8–LSH**	**E–EE8–MNV** (NEW)
9–10" W 10.8" x H 9.1" x D 1" W 27.5cm x H 23cm x D 2.5cm	**E–EE10–BLK**	**E–EE10–BBW** (NEW) AVAILABLE MAY 2012		**E–EE10–MNV** (NEW) AVAILABLE MAY 2012

NEOPRENE E-READER/TABLET SLEEVES

Features:

- Made from protective neoprene (the wetsuit material)
- Easy-access ziptop opening
- Plush inner lining helps safeguard screen and body from scratches
- Form-fitting design secures device in place
- Travels easily in bags

Black Exterior
Concord Blue Interior

Big Dot Black & White Exterior
Magenta Interior

Lush Flower Exterior
Magenta Interior

Mini Dot Navy Exterior
Magenta Interior

6" W 6.2" x H 8.25" x D 1" W 15.8cm x H 21cm x D 2.5cm	**E–ES6–BLK**		**E–ES6–LSH**	
7–8" W 6.7" x H 9" x D 1" W 17cm x H 22.8cm x D 2.5cm	**E–ES8–BLK**	**E–ES8–BBW** (NEW)	**E–ES8–LSH**	**E–ES8–MNV** (NEW)
9–10" W 9" x H 11" x D 1" W 23cm x H 28cm x D 2.5cm	**E–ES10–BLK**	**E–ES10–BBW** (NEW) AVAILABLE MAY 2012		**E–ES10–MNV** (NEW) AVAILABLE MAY 2012

KINDLE/E-READER/TABLET FIT CHART

	Amazon Kindle Touch	Amazon Kindle Fire	Amazon Kindle Keyboard	Amazon Kindle latest generation	Barnes & Noble NOOK Simple Touch	Barnes & Noble NOOK Tablet	Barnes & Noble NOOK Color	BlackBerry Playbook	HP Touchpad	Motorola Xoom	Kobo eReader Touch	Kobo Vox eReader	Samsung Galaxy Tab 7.0	Sony Reader Touch
Neoprene Envelope Fits latest generation Kindle®, Kindle® Touch, and Kindle® Touch 3G	■			■										
Slim Neoprene Sleeve For Kindle® Fire		■												
Slim Neoprene Sleeve Fits latest generation Kindle®, Kindle® Touch, and Kindle® Touch 3G	■			■										
Neoprene E-reader/Tablet Envelope 6"	■			■	■						■			■
Neoprene E-reader/Tablet Envelope 7-8"		■	■			■	■	■				■	■	
Neoprene E-reader/Tablet Envelope 9-10"									■	■				
Neoprene E-reader/Tablet Sleeve 6"	■			■	■						■			■
Neoprene E-reader/Tablet Sleeve 7-8"		■	■			■	■	■				■	■	
Neoprene E-reader/Tablet Sleeve 9-10"									■	■				

ARC AND SCOOP POCKETS

For BlackBerry®

Features:

- Made from protective neoprene (the wetsuit material)
- Inner lining helps protect screen and body
- Unique zipper-free design secures BlackBerry in place and lets you view its notification light

AVAILABLE JULY 2012

ARC POCKET

Fits BlackBerry® Curve 9350/9360/9380 and BlackBerry® Bold 9790

Exterior Dimensions:

W 2.8" x H 4.6" x D .6"
W 7.2cm x H 11.7cm x D 1.6cm

E–BBP1–BLK (NEW)
Black Exterior
Charcoal Interior

E–BBP1–CHL (NEW)
Charcoal Exterior
Yves Blue Interior

E–BBP1–YVB (NEW)
Yves Blue Exterior
Yves Blue Interior

E–BBP1–MBW (NEW)
Mini Dot Black & White Exterior
Magenta Interior

SCOOP POCKET

Fits BlackBerry® Bold 9900/9930

Exterior Dimensions:

W 2.6" x H 4.7" x D .6"
W 6.5cm x H 12cm x D 1.6cm

E–BBP2–BLK (NEW)
Black Exterior
Charcoal Interior

E–BBP2–CHL (NEW)
Charcoal Exterior
Yves Blue Interior

E–BBP2–YVB (NEW)
Yves Blue Exterior
Yves Blue Interior

E–BBP2–MBW (NEW)
Mini Dot Black & White Exterior
Magenta Interior

ZIP PHONE AND SMARTPHONE BAGS

Features:

- Made from protective neoprene (the wetsuit material)
- Fleece lining helps safeguard screen and body
- Horizontal zip opening offers easy access on the go
- Removable wrist strap

ZIP PHONE BAG

Exterior Dimensions:

W 5.5" x H 3.2" x D .6"

W 14cm x H 8cm x D 1.5cm

E–PZB10–BLK
Black Exterior
Concord Blue Interior

E–PZB10–CRL
Coral Exterior
Mist Interior

E–PZB10–SDT
Scatter Dot Exterior
Scuba Blue Interior

ZIP SMARTPHONE BAG

Exterior Dimensions:

W 5.5" x H 3.5" x D .6"

W 14cm x H 9cm x D 1.5cm

E–PZB20–BLK
Black Exterior
Concord Blue Interior

E–PZB20–CRL
Coral Exterior
Mist Interior

E–PZB20–SDT
Scatter Dot Exterior
Scuba Blue Interior

PHONE AND SMARTPHONE ENVELOPES

Features:

- Made from protective neoprene (the wetsuit material)
- Interior pocket for credit cards or cash
- Plush inner lining helps safeguard screen and body

PHONE ENVELOPE

Exterior Dimensions:

W 5.5" x H 3.4" x D .6"

W 14cm x H 8.5cm x D 1.5cm

E–PEV10–BLK
Black Exterior
Concord Blue Interior

E–PEV10–MDT
Micro Dot Exterior
Fiery Orange Interior

E–PEV10–SDT
Scatter Dot Exterior
Scuba Blue Interior

SMARTPHONE ENVELOPE

Exterior Dimensions:

W 5.7" x H 3.75" x D .6"

W 14.5cm x H 9.5cm x D 1.5cm

E–PEV20–BLK
Black Exterior
Concord Blue Interior

E–PEV20–MDT
Micro Dot Exterior
Fiery Orange Interior

E–PEV20–SDT
Scatter Dot Exterior
Scuba Blue Interior

PHONE AND SMARTPHONE POCKETS

Features:

- Made from protective neoprene (the wetsuit material)
- Plush inner lining helps safeguard phone or smartphone and clean its screen
- Unique design secures phone or smartphone in place so it won't fall out

PHONE POCKET

Exterior Dimensions:

W 3.4" x H 5.5" x D .4"
W 8.5cm x H 14cm x D 1cm

E–PPK10–BLK
Black Exterior
Concord Blue Interior

E–PPK10–CRL
Coral Exterior
Mist Interior

E–PPK10–MDT
Micro Dot Exterior
Fiery Orange Interior

E–PPK10–SDT
Scatter Dot Exterior
Scuba Blue Interior

SMARTPHONE POCKET

Exterior Dimensions:

W 3.75" x H 5.5" x D .4"
W 9.5cm x H 14cm x D 1cm

E–PPK20–BLK
Black Exterior
Concord Blue Interior

E–PPK20–CRL
Coral Exterior
Mist Interior

E–PPK20–MDT
Micro Dot Exterior
Fiery Orange Interior

E–PPK20–SDT
Scatter Dot Exterior
Scuba Blue Interior

ZIP CAMERA CASE COMPACT

Features:

- Made from protective neoprene (the wetsuit material)
- Fleece inner lining helps safeguard screen
- Horizontal zip opening offers easy access on the go
- Removable wrist strap

Exterior Dimensions:

W 5.7" x H 4" x D .8"

W 14.5cm x H 10.1cm x D 2.1cm

E–ZC20–BLK
Black Exterior
Concord Blue Interior

E–ZC20–LSH (NEW)
Lush Flower Exterior
Magenta Interior

E–ZC20–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

E–ZC20–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

HOODIE CAMERA CASE ULTRA COMPACT

Features:

- Neoprene stretches to fit and protect a range of ultra compact cameras
- Plush inner lining helps safeguard screen
- Rigid molded back provides extra screen protection
- Built-in back pocket for storing memory cards and batteries
- Removable wrist strap

Exterior Dimensions:

W 3.8" x H 5.2" x D .8"

W 9.6cm x H 13.1cm x D 2cm

E–HCS–BLK
Black Exterior
Concord Blue Interior

E–HCS–LSH (NEW)
Lush Flower Exterior
Magenta Interior

E–HCS–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

E–HCS–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

CAMERA ENVELOPE COMPACT

Features:
- Made from protective neoprene (the wetsuit material)
- Plush inner lining helps safeguard screen
- Interior pocket for memory card or battery
- Opening for camera strap allows you to carry on wrist

Exterior Dimensions:
W 5.5" x H 4.3" x D .75"
W 14cm x H 11cm x D 1.9cm

E–CE20–BLK
Black Exterior
Concord Blue Interior

E–CE20–LSH
Lush Flower Exterior
Magenta Interior

E–CE20–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

E–CE20–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

SOFT SHELL CAMERA CASE COMPACT

Features:
- Made from protective semi-firm neoprene
- Plush inner lining helps safeguard screen
- Interior pocket stores a battery and memory card

Exterior Dimensions:
W 4.75" x H 3.2" x D 1.8"
W 12.1cm x H 8.1cm x D 4.5cm

E–SSC–BLK
Black Exterior
Concord Blue Interior

E–SSC–LSH (NEW)
Lush Flower Exterior
Magenta Interior

E–SSC–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

E–SSC–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

BUILT

ROLLTOP EXPANDABLE LUNCH BAG

Features:

- Unique roll-top design folds down and converts into handle with buckle closure
- Handle attaches easily to bags, backpacks, and strollers
- Insulates food on the go
- Fits a variety of food containers
- Made from poly canvas and EVA

Exterior Dimensions:

W 9.5" x H 13.2" x D 7.3"
W 24cm x H 33.5cm x D 18.5cm

Lunch bag unfolds and expands to fit food

RTLB1–BLK (NEW)
Black Exterior
Charcoal Interior

RTLB1–LSH (NEW)
Lush Flower Exterior
Midnight Blue Interior

RTLB1–MBW (NEW)
Mini Dot Black & White Exterior
Charcoal Interior

GOURMET GETAWAY LUNCH TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Insulates up to four hours (time varies depending on external temperatures)
- Tested for lead safety—no vinyl or PVC used
- Expands to fit a variety of food and drink containers
- Machine washable
- Stores flat
- Zip closure
- Stain resistant

Exterior Dimensions:

W 12" x H 11.5" x D 6.75"

W 30.5cm x H 29.2cm x D 17.1cm

™

LB31–BLK
Black Exterior
Concord Blue Interior

LB31–LSH
Lush Flower Exterior
Magenta Interior

LB31–MDT
Micro Dot Exterior
Fiery Orange Interior

LB31–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

LB31–SDT
Scatter Dot Exterior
Scuba Blue Interior

LB31–FVE
Vine Exterior
Raspberry Sorbet Interior

LB31–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

GOURMET GETAWAY MINI LUNCH TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Insulates up to four hours (time varies depending on external temperatures)
- Tested for lead safety—no vinyl or PVC used
- Expands to fit a variety of food and drink containers
- Machine washable
- Stores flat
- Zip closure
- Stain resistant

Exterior Dimensions:

W 11" x H 10.25" x D 6.5"

W 28cm x H 26cm x D 16.6cm

™

LB10–BLK
Black Exterior
Concord Blue Interior

LB10–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior
AVAILABLE MAY 2012

LB10–SDT
Scatter Dot Exterior
Scuba Blue Interior

LB10–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior
AVAILABLE MAY 2012

CONVERTIBLE LUNCH COOLER

Features:

- Large cooler insulates food and drinks on the go for up to four hours (time varies depending on external temperatures)
- Fits six 12-ounce (355 ml) cans or bottles or a variety of food containers
- Unique design compresses flat for easy storage and travel in other bags
- Adjustable shoulder strap
- Tested for lead safety—no PVC used

Exterior Dimensions:

W 10.25" x H 6.9" x D 6.3"
W 26cm x H 17.5cm x D 16cm

Carries and helps insulate bottles, cans, or food on the go,
then compresses flat for easy travel and storage

LBC1–BLK (NEW)
Black
AVAILABLE MAY 2012

SPICY RELISH LUNCH TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Extra-roomy lunch tote insulates up to four hours (time varies depending on external temperatures)
- Removable shoulder strap
- Interior pocket for utensils or snacks
- Tested for lead safety—no vinyl or PVC used
- Expands to fit a variety of food and drink containers
- Machine washable
- Stores flat
- Zip closure
- Stain resistant

Exterior Dimensions:

W 13.4" x H 11" x D 7.1"
W 34cm x H 28cm x D 18cm

LB12–BLK
Black Exterior
Concord Blue Interior

LB12–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior
AVAILABLE MAY 2012

LB12–SDT
Scatter Dot Exterior
Scuba Blue Interior

SANDWICH BAG

Features:

- Durable reusable bag helps cut down on waste
- Velcro® closure secures sandwich or snacks in bag
- Made with food-safe materials
- Wipes clean and dishwasher safe
- Tested for lead safety and phthalates
- PVC-, BPA-, latex-, and vinyl-free

Exterior Dimensions:

W 7.1" x H 6.3" x D .2"
W 18cm x H 16cm x D .5cm

RTSB1–BLK (NEW)
Black

RTSB1–LSH (NEW)
Lush Flower

RTSB1–MBW (NEW)
Mini Dot Black & White

BIG APPLE BUDDIES LUNCH BAG

Features:

- Sized for ages 3 and up
- Interior wipes clean
- Write-on nametag on back of bag
- Soft handle with buckle unsnaps and attaches to backpacks, book bags, or strollers
- Soft zipper pull is easy for smaller hands to open and close
- Meets or exceeds ASTM and applicable safety standards
- Tested for lead safety and phthalates
- PVC- and BPA-free

Exterior Dimensions:

W 10" x H 7.7" x D 4.7"
W 25.5cm x H 19.5cm x D 12cm

ASTOR OWL

BALB–OWL

CORNELIA KITTY

BALB–CAT

DELANCEY DOGGIE

BALB–DOG

MACDOUGAL MONKEY

BALB–MKY (NEW)
AVAILABLE MAY 2012

BIG APPLE BUDDIES SANDWICH BAG

Features:

- Durable reusable bag helps cut down on waste
- Velcro® closure secures sandwich or snacks in bag
- Made with food-safe materials
- Wipes clean and dishwasher safe
- Tested for lead safety and phthalates
- PVC-, BPA-, latex-, and vinyl-free

Exterior Dimensions:

W 7.1" x H 6.3" x D .2"
W 18cm x H 16cm x D .5cm

ALL AVAILABLE MAY 2012

Astor Owl (NEW)
BASB–OWL

Cornelia Kitty (NEW)
BASB–CAT

Delancey Doggie (NEW)
BASB–DOG

MacDougal Monkey (NEW)
BASB–MKY

EVERYDAY TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Stretches to fit everyday essentials such as magazines, books, iPad, e-reader, and personal items
- Doubles as a beach, travel, or market bag
- Padded handles make it easy to carry heavy loads
- Stores flat
- Machine washable

Exterior Dimensions:
W 15.75" x H 14.8" x D 5.7"
W 40cm x H 37.5cm x D 14.5cm

EDT1–BLK (NEW)
Black Exterior
Charcoal Interior

EDT1–LSH (NEW)
Lush Flower Exterior
Magenta Interior

EDT1–MBW (NEW)
Mini Dot Black & White Exterior
Magenta Interior

RENZO OVEN MITT

Features:
- Made from protective neoprene (the wetsuit material)
- Textured neoprene grips heat resistant up to 500° F
- Fits either hand

Exterior Dimensions:
W 6.3" x H 12.8" x D 1"
W 16cm x H 32.5cm x D 2.5cm

OMS–BLK
Black Exterior
Concord Blue Interior

OMS–MDT
Micro Dot Exterior
Fiery Orange Interior

OMS–NLS
Nolita Stripe Exterior
Aruba Blue Interior

SIZZLER EXTRA LONG OVEN MITT

Features:
- Made from protective neoprene (the wetsuit material)
- Textured neoprene grips heat resistant up to 500° F
- Fits either hand
- Extra-long sleeve protects up to the elbow

Exterior Dimensions:
W 6.5" x H 15.4" x D 1"
W 16.5cm x H 39cm x D 2.5cm

OMXL–BLK
Black Exterior
Concord Blue Interior

OMXL–MDT
Micro Dot Exterior
Fiery Orange Interior

OMXL–NLS
Nolita Stripe Exterior
Aruba Blue Interior

ONE BOTTLE MESSENGER TOTE

Features:
- Insulates one 750ml–1L bottle for up to four hours (time varies depending on external temperatures)
- Made from protective neoprene (the wetsuit material)
- Velcro® front flap with pull loop for easy access
- Stores flat
- Stain resistant

Exterior Dimensions:
W 5.3" x H 13.8" x D .6"
W 13.5cm H 35cm x D 1.5cm

MT1B–BLK
Black Exterior
Charcoal Interior

TWO BOTTLE MESSENGER TOTE

Features:
- Insulates two 750ml–1L bottles for up to four hours (time varies depending on external temperatures)
- Made from protective neoprene (the wetsuit material)
- Adjustable shoulder strap with built-in corkscrew holder
- Velcro® front flap with pull loop for easy access
- Clink-proof design
- Stain resistant

Exterior Dimensions:
W 10.4" x H 13.8" x D .6"
W 26.5cm H 35cm x D 1.5cm

MT2B–BLK
Black Exterior
Charcoal Interior

ORIGAMI WINE TOTE

Features:
- Unique design compresses flat and secures with handle for easy storage and travel
- Helps protect one 750ml-1L bottle
- Includes gift tag

Exterior Dimensions:
W 3.9" x H 17.9" x D 3.9"
W 10cm x H 45.5cm x D 10cm

OTW–BLK
Black Exterior
Charcoal Interior

ORIGAMI CHAMPAGNE TOTE

Features:
- Unique design compresses flat and secures with handle for easy storage and travel
- Helps protect one 750ml-1L Champagne bottle
- Includes gift tag

Exterior Dimensions:
W 4.7" x H 20.3" x D 4.7"
W 12cm x H 51.5cm x D 12cm

Compresses flat and secures with handle for easy storage and travel

OTC–BLK
Black Exterior
Charcoal Interior

ROLLTOP BOTTLE TOTE 20–30 OUNCE

Features:

- Insulates one 20-30 oz. (600-900ml) bottle and prevents it from sweating
- Helps prevent bottle from breaking and denting
- Made from poly canvas and neoprene
- Unique design with buckle closure that attaches to other bags

Exterior Dimensions:

W 6.3" x H 13.8" x D 2.2"
W 16cm x H 35cm x D 5.5cm

RTB30–BLK (NEW)
Black Exterior
Charcoal Interior

RTB30–LSH (NEW)
Lush Flower Exterior
Midnight Blue Interior

RTB30–MBW (NEW)
Mini Dot Black & White Exterior
Charcoal Interior

CHEERS WINE BOTTLE TOTE

- Made from protective neoprene (the wetsuit material)
- Insulates one 750ml–1L bottle for up to four hours (time varies depending on external temperatures)
- Stores flat

Exterior Dimensions:

W 6.1" x H 15.6" x D .4"
W 15.5cm x H 39.5cm x D 1cm

1B–CHB–FM1
Formula 1 Exterior
Graphite Interior

ONE BOTTLE TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Insulates one 750ml–1L bottle for up to four hours (time varies depending on external temperatures)
- Stores flat

Exterior Dimensions:

W 6.1" x H 15.6" x D .4"

W 15.5cm x H 39.5cm x D 1cm

1B–BLK
Black Exterior
Concord Blue Interior

1B–FM1
Formula 1 Exterior
Graphite Interior

1B–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

1B–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

TWO BOTTLE TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Insulates two 750ml–1L bottles for up to four hours (time varies depending on external temperatures)
- Stores flat

Exterior Dimensions:

W 10.2" x H 15.6" x D .4"

W 26cm x H 39.5cm x D 1cm

2B–BLK
Black Exterior
Concord Blue Interior

2B–FM1
Formula 1 Exterior
Graphite Interior

2B–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

2B–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

WATER BOTTLE TOTES

Features:

- Made from protective neoprene (the wetsuit material) that helps prevent bottle from breaking and denting
- Clip handle attaches to backpacks, handbags, duffel bags, etc.
- Slide clip down to release handle, then fold over and attach to the side of the bottle to drink
- Stretches to fit CamelBak®, Klean Kanteen®, Nalgene®, and SIGG™ bottles as well as sports drinks
- Stores flat

12–18 OUNCE

Exterior Dimensions:
W 4.3" x H 10.6" x D 2.4"
W 11cm x H 27cm x D 6cm

20–30 OUNCE

Exterior Dimensions:
W 4.5" x H 13" x D 2.4"
W 11.5cm x H 33cm x D 6cm

18Z–BLK
Black Exterior
Concord Blue Interior

30Z–BLK
Black Exterior
Concord Blue Interior

30Z–MNV (NEW)
Mini Dot Navy Exterior
Magenta Interior

30Z–BBW (NEW)
Big Dot Black & White Exterior
Magenta Interior

SIX PACK TOTE

Features:

- Made from protective neoprene (the wetsuit material)
- Insulates six 12-ounce (355ml) cans or bottles up to four hours (time varies depending on external temperatures)
- Stores flat

Exterior Dimensions:
W 11.2" x H 11.4" x D .8"
W 28.5cm x H 29cm x D 2cm

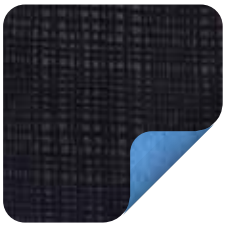
6P–BLK
Black Exterior
Concord Blue Interior

COLOR SWATCHES

NEW

Big Dot Black & White Exterior
Magenta Interior

BUILT Bold Exterior
Gray Interior

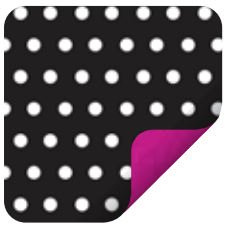


Graphite Grid Exterior
Cornflower Blue Interior

Lush Flower Exterior
Magenta Interior

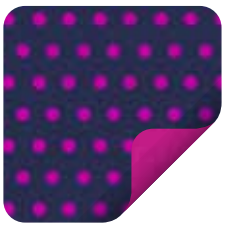
Micro Dot Exterior
Fiery Orange Interior

NEW



Mini Dot Black & White Exterior
Magenta Interior

NEW



Mini Dot Navy Exterior
Magenta Interior

Nolita Stripe Exterior
Aruba Blue Interior

Scatter Dot Exterior
Scuba Blue Interior

French Bull™ Vine Exterior
Raspberry Sorbet Interior

Black Exterior
Black Interior

Black Exterior
Concord Blue Interior

Black Exterior
Powder Blue Interior

Black Exterior
Spring Fuchsia Interior

Charcoal Exterior
Concord Blue Interior

Coral Exterior
Mist Interior

Formula 1 Exterior
Graphite Interior

NEW

Yves Blue Exterior
Yves Blue Interior

DISPLAY RACKS

3–Tier Spinner Rack
- Three spinning arms with three 10" hooks each
- BUILT sign
- Steel with silver powder coating

Dimensions:
W 26" x H 74" x D 21"
(With sign H 80")
W 66cm x H 188cm x D 53.3cm
(With sign H 203.2cm)

Item Code: RAC–5

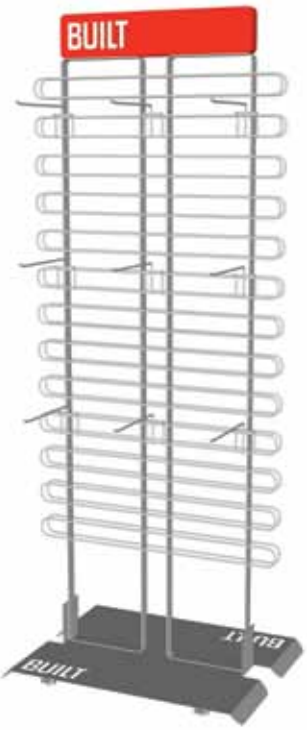
*Additional spinner arms sold separately

Item Code: RAC–5–XSP

Double–Sided Mini Freezer Counter Rack
- Ten 6" hooks
- BUILT sign
- Steel with silver powder coating

Dimensions:
W 12" x H 23" x D 11.5"
(With sign H 27")
W 30.4cm x H 58.4cm
x D 29.2cm
(With sign H 68.5cm)

Item Code: RAC–7



Double–Sided Freezer Rack
- Eighteen 8" hooks
- BUILT sign
- Steel with silver powder coating

Dimensions:
W 24" x H 57" x D 13.5"
(With sign H 61")
W 61cm x H 144.8cm x D 34.3cm
(With sign H 155cm)

Item Code: RAC–4

FREEZER RACKS

Camera

Food and Drink

iPhone 4S/4, iPad, MacBook Pro,
and MacBook Air

3–TIER SPINNER RACKS

Wine

iPad, MacBook Pro, and MacBook Air

MINI FREEZER COUNTER RACKS

Phone and Smartphone

Food and Drink

Wine

WALL DISPLAY

BUILT®

PRESS

Gourmet Getaway Lunch Tote

Good Housekeeping
March 2012

Big Apple Buddies Lunch Bag

Scholastic Parent & Child
March 2012

Neoprene E-reader/Tablet Sleeve

Health
January/February 2012

Cheers Wine Bottle Tote

Food Network Magazine
December 2011

Big Apple Buddies Lunch Bags

All You
November 2011

Slim Neoprene Sleeve for all models of iPad and Camera Envelope Compact

AARP.com
November 22, 2011

Spicy Relish Lunch Tote

The Washington Post
November 20, 2011

Gourmet Getaway Lunch Tote

Reader's Digest
September 2011

Gourmet Getaway Mini Lunch Tote

Everyday Food
September 2011

BUILT® Intellectual Property

BUILT methodically creates its innovative and proprietary designs and aggressively pursues U.S. and International Utility Patents, Design Patents, Design Registrations, Trademarks, Shape Marks, Copyrights, and Trade Dress protection. We take our inventions and designs seriously and expect both our competition and our trade partners to do the same. BUILT vigorously enforces its patents and trademarks, and it seeks court orders stopping the sale of the infringing products, substantial monetary damages (up to three times damages when available by law), and legal fees and costs. We have some of the best I.P. enforcement available and have a global reach at all levels of the trade channel, including manufacturing, import/export, customs, distribution, and retail.

U.S. and International Utility Patents, Design Patents, and Design Registrations

BUILT patents continue to issue on a regular basis. Please contact our Legal Team for specific registration numbers for individual products and countries. BUILT has more than 250 patents and registrations covering nearly all of its products issued or in the process of being issued around the globe.

For example, our famous Two Bottle Tote is not just an internationally patented bag; it's also a registered trademark! (U.S. Reg. Trademarks: 3023095 and 3026873.) The bag's distinct and proprietary shape is trademarked by Built NY, Inc.

U.S Copyrights and Copyright Registrations

BUILT also utilizes more than 25 copyright-protected designs that it either owns exclusively or licenses. For a list of recent actions and infringement settlements, please visit the patent section of our website: www.builtny.com.

On The Brighter Side

Our award-winning in-house design team works and partners with some of the top companies in the world to develop and co-promote innovative products and solutions. Please contact us if your company has a partnering opportunity.

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